

VOLUME 14, ISSUE 1

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Pre War BUICKS

The E-Magazine



Buick Car Club of
Australia

Pre War division

Editor's Comment



Our Intrepid Editor

John Forster

“and for that we
are most thankful “

This year we celebrate fourteen years of *Pre War Buicks*, well technically we started as *Australian Pre War Buicks* and then as *Pre War Buicks*, as we morphed and changed names some years ago now.

Nevertheless, we feel it's been a great achievement to get this far and with the support of many of the readers along the way.

By the way, the name change came as a suggestion from one of our very good friends overseas and for that we have been very thankful as it has opened up a much greater range of material for us to include in the eMagazine, as you might appreciate.

While Buick had a great reputation in Australia in the pre war years, it faded away to a greater degree after the second world war, along with other US and European brands as the Australian Government sought to have a distinctly Australian car created by manufacturer's.

It was Holden's who ultimately filled the void, and by Holden's I really mean General Motors when they created the

first Holden Model 48-215, a rehashed unreleased medium sized Chev proposed model from the thirties, but good enough to snare over 50 percent of the car market here in the post war years.

As that is post war history, I'll leave it there.

My point in straying off into history is simply to say that there's plenty of pre war Buick material available from around the world. While sales in Australia numbered in the thousands at best, around the world there were millions if Buicks built and most all have a story to go with them.

It was 1923, nineteen years into production, when the first millionth Buick came off the line and only four years later the two millionth Buick arrived.

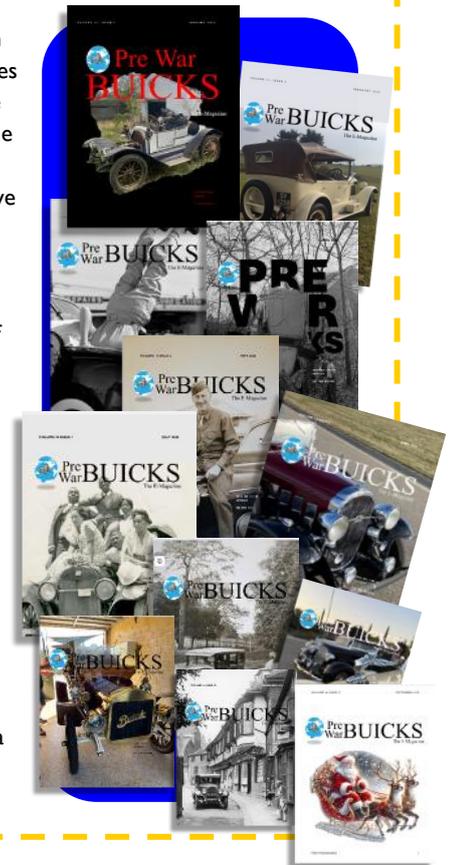
While production timing is a little vague, it seems that Buick managed to turn out its three millionth car in the late 1930s or possibly the early 1940s.

One thing is for sure, with at least three million pre war Buicks produced, there are a lot of pre war Buick stories

left to tell.

We trust that you will stick with us for this year, and the coming years, as we unfold some of those stories and for the additional Special Edition series that will continue again this year.

Please enjoy this edition, the first for 2026, of *Pre War BUICKS*.



Could End Up a Buick . . .



On Page 13 we take a look at a 1938 Limited chassis that has a 1931 RR repurposed limousine body mounted to it.

The original body was built in 1931 and was a St. Andrews Limousine style that was a popular seller for the Rolls Royce Company at the time.

So popular that while they stopped producing the style in England, it continued to be built in the USA at the RR Springfield plant for a few more years.

While we couldn't find a video of that style, we did come across another RR Limousine from that period, videoed in

the rain, with a similar layout, albeit a little smaller and with perhaps the smallest rear window we have come across.

Enjoy it [HERE](#).

Even in 1927 They Queued Up

These days you expect to see queues for Taylor Swift tickets, however back in 1927 perhaps it was more logical to queue up for the 1927 Buick, especially when it was a 5 passenger Master Six Brougham Model 27-51!

This Buick was no light weight at just over 4000 pounds and re-tailed for US\$1,925.

Buick produced a healthy 13,862 examples of this model for the 1927 model year, and all were painted in Paul Revere Green. The material quarter top was black.

Due to the photo cut off we are unable to confirm if this car carried the optional specially fabricat-

ed trunk which would have fitted onto the standard trunk rack. We do however note that it has the optional steel solid wheels.

1927 was the year that Buick introduced rubber mountings for the engine which gave rise to their new slogan, *Vibrationless Beyond Belief*. Well said!

We may have exaggerated why the line of ladies is outside this Buick dealer, but I am sure that given the chance they would have enjoyed being able to take one of these remarkable machines home to their families.

Some might suggest that the roof line is an acquired taste . .



The Wonthaggi Buick

A family blog site from Victoria describes the family life from arrival in Australia in 1841 thought to modern times.

Of interest to us is that the family owned what we believe to be a 1924 Buick Tourer, and potentially a Model 24-45 Five Passenger Tourer at that.

If that is the case, then this could have been one of the 1,561 built for export that production year. It is more likely that this is a Holden bodied chassis supplied from the USA. Holden were able to sell this model Buick, the 24-45, for £20 cheaper than the equivalent imported model at £525. This compared to the USA factory price of US\$1,295, bearing in mind that the Australian pound at the time was equivalent to US\$4.

In any event, we reproduce here some extracts from the blog and the family car for your enjoyment and possible reminiscing.

The Keady Family at Wonthaggi, Victoria seemed to take great pride in the family car. The family Buick was a feature of some great photos. Without any knowledge of Buick's of the time one can only imagine it was a fairly large car to fit the extended family of ten children.

One reliable source has reported that Thomas Keady used to keep his workplace, as the Engine Driver at the Wonthaggi Coal Mine meticulously clean. No doubt the Buick was pampered and polished with the same loving care.

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In the photo below, Thomas Patrick "Tommy" Keady and wife Lillian are sitting in the grass. Eldest son, John Dennis "Jack" sitting in grass by the front wheel with his younger brother Fred leaning on the bonnet.

Unfortunately there were no notes or captions with this photo so identification of the rest is an educated guess. Assuming the very small boy sitting on the bonnet next to Fred is George, born in 1924,

The Holden bodied Buick was slightly cheaper . .

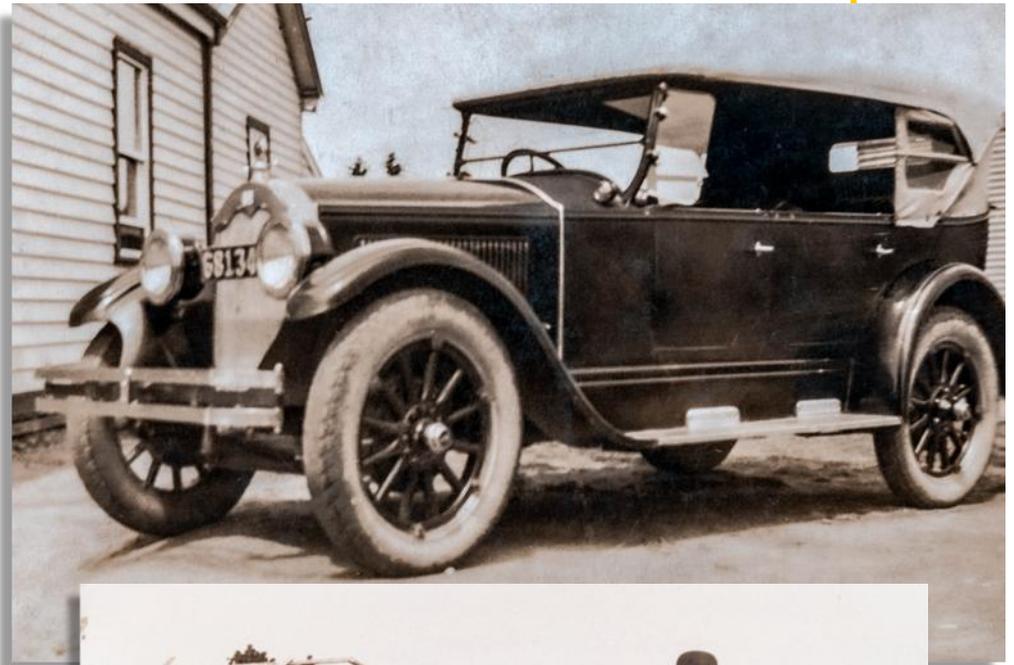


Looks like the family has stopped on the side of the road for a picnic.

This would suggest the other young boy on bonnet is Jimmy (b 1919) , and possibly Kevin (b 1918) standing on guard with his cricket bat next to Lillian. Roy (b 1915) is three years older than Kevin and would have been 13 years old at this time. (Perhaps Roy was taking the photo.)

Finally there is a small girl sitting in the grass behind Jack's left arm, probably Molly. Molly would have been 6 years old. (You have to look hard to spot Molly)

In the photo at bottom, three young boys on kickboard of Keady family car. Left, most likely Kevin Keady. Given the boys look to be of similar ages, others are likely to be Roy and Jimmy. The photo was probably taken about 1924-25 given the age of the boys.



At Right: Uncle Dan visits Wonthaggi



German Excellence for 1928

For the discerning German gentleman before the war, it may have been the status symbol of all status symbols. The 1928 Buick Model 28-27 Standard Six 4-Door Sedan.

This car would have been one of the 1,863 examples built for export and therefore also the most popular of the exported Buicks of that year.

Riding on the 114.5 inch wheelbase chassis, this Buick was powered by the 207 cubic-inch straight six OHV motor that produced 23.4 SAE horsepower.

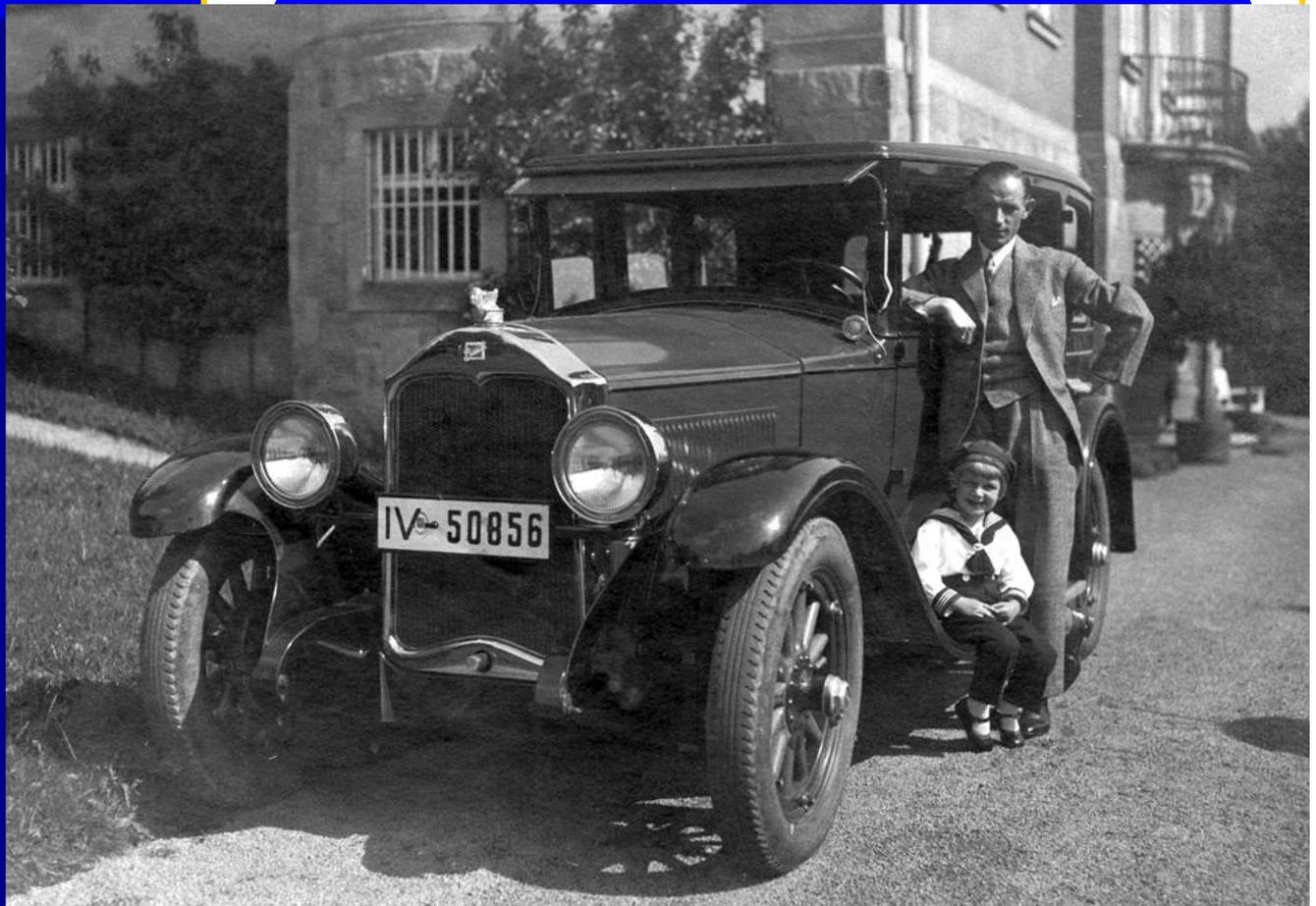
The new depressed centre chassis enabled the Buicks for 1928 to ride lower than the 1927 models giving them a slightly sportier appearance.

Highlights of this year included the introduction of the standard H pattern gear shift and hydraulic shock absorbers, along with new body design features, inside mounted heat and fuel gauges, reverse light and the introduction of factory fitted Wolverine bumpers as an accessory.

Our photo comes via Jeff Randell and the car is seen

with registration in the Chemnitz area of Saxony, Central Germany.

Chemnitz area
registration



Love is in the Air

Love birds and a new Buick, what better combination can you image.

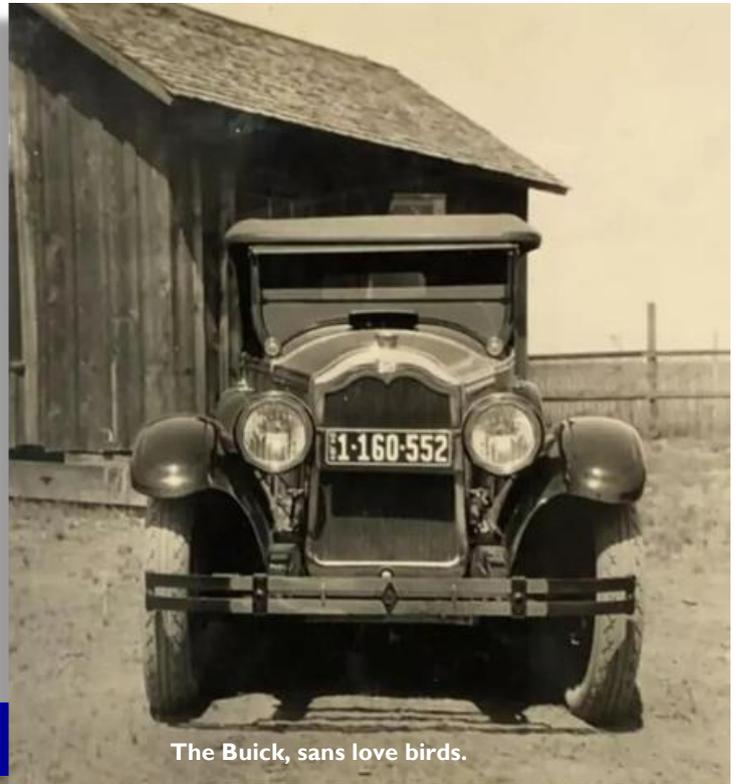
When you have access, perhaps not even ownership, of a seven passenger Master Six Touring, Model 25-49, you must feel like the sun is always shining.

While we don't know who the love birds are, we do know that this model Buick was powered by the 255 cubic inch six cylinder engine used in the previous year and developing 70 brake horse power.

This was the second year of the new radiator surround and Packard were still smarting over the apparent theft of their design.

They campaigned on the motto, *When Prettier Cars are Built, Packard Will Build Them*, having an enormous dig at Buick's advertising motor.

1925 was also the first year of an all-six cylinder line up at Buick. The fours were gone and not to be seen again for several decades.



The Buick, sans love birds.



Love is in the air . . .

Brougham Place Buick

*He drove a Buick
naturally, or
perhaps he was
chauffeured!*

From the South Australian Library collection comes this historic photo of Rundle Street, Adelaide taken in 1919.

While it is not clear enough for us to discern much detail, the catalogue assures us that one of the number plates that can be read from the original photographic plate is SA plate number 04016 and this was registered to a Mr. W. D. Taylor of Brougham Place in North Adelaide.

We certainly can't make out which of these cars is the Buick (you may be able to, of course) however we do know a little something about the owner.

W.D Taylor was the owner of the Lion Timber Mills and we also know that Brougham Place was an area where mansion abounded. So, there can be no doubt that Mr. Taylor was a man of means and that his choice of a Buick automobile makes perfect sense.

We have also attached a photo of his house, Taylor House, which is also kept on the State Heritage register. It remains a private dwelling to this day.

Taylor had the house built in 1908 and the side photo shows it in 1910.



A 1920 Nurse with an Interesting Buick

Believed to be one of the many district nurses who serviced the more remote areas of South Australia in the early 1900s, and for many decades afterwards.

The Reverend J. Berry commenced a district nursing service as early as August 1893 and based out the Pirie Street Methodist Church.

This photo, taken around 1920, depicts one such nurse resting on the running board of her Buick automobile.

It appears to be a Model CX-24 Roadster, an export model made by Buick in RHD format and equipped with the standard toolbox seen beside the nurse.

Apparently, Buick specially built 186 examples for export to Britain in 1915 however, and while this photo is certainly an Australian photo, it appears to be identical to these Buick roadsters.

Whether the Buick was imported into Australia after the First World War for use by the Red Cross, we noted a Red Cross sticker on the windshield, we are unable to comment.

Perhaps you are able to enlighten us further.

*“imported into
Australia after the
First World War”*



Garage Service, A Forgotten Thing

Is this just one of the many perks available to company car drivers?

This photo was taken at a Standard Oil Service Garage in 1934, and we note that the Buick has a tyre cover stating Atlas Tyres and below that, Standard Stations Inc. Is there a connection, we don't know, but we do know that this type of excellent service disappeared from our land many years ago now.

Still appearing in remarkable unblemished condition, this 1930 Buick 5-Passenger 4-door Sedan Model 30-61 would have been one of 12,508 produced. It originally sold for US\$1,760 when new.

This was the last year of the Buick six cylinder engine as Buick switched to an all straight eight model range after this year.

We also noted that the Buick

has an excellent set of tyres, something that was not that common on four year old cars after the Great Depression, based on the many photos we have examined over the years.

That lady driver is certainly keeping an eye on the photographer. No doubt because this is a staged company style photo and perhaps an opportunity for her to be noticed!

An advertising opportunity, not to be lost.



Buick Model 30-61 5-passenger four door Sedan

Portugal Auto Show 1925

This photo comes from the Lisbon Automobile Show of 1925.

The Buicks are all Right Hand Drive models. Portugal changed from RHD to LHD in 1928 so it was only three years away from that when these cars were displayed.

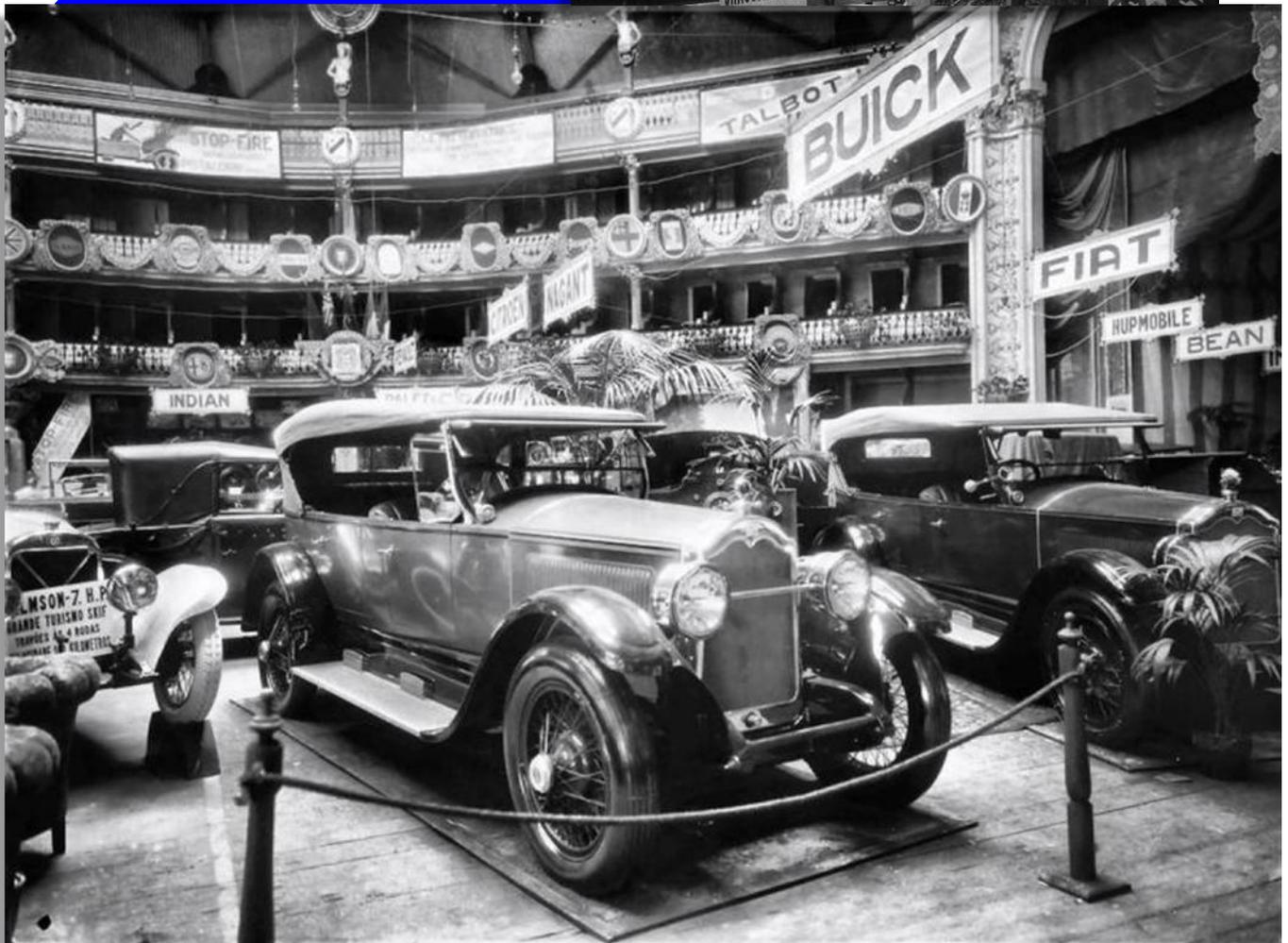
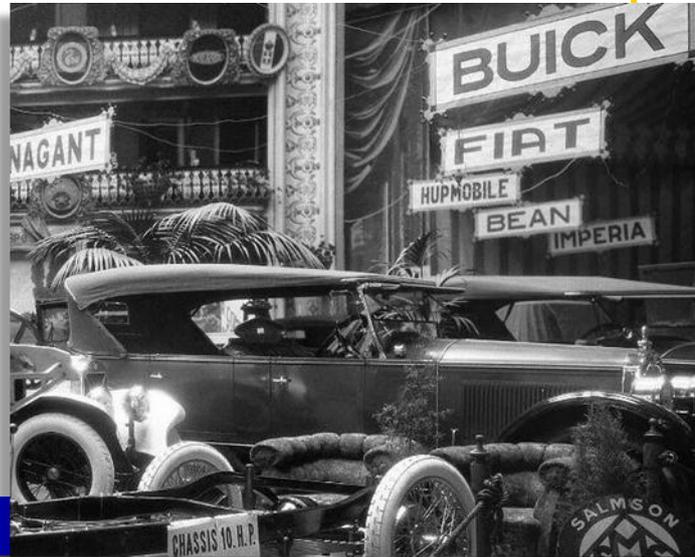
The nearest to the camera car is a Master Six series Tourer and most likely a Model 25-55 S Master Six Sport Touring.

These were all finished in Sagebrush Green and that certainly matches the colour tone in our black and white photo. In the US they sold for US\$1,800 and used the 5-passenger touring body on

the 128 inch wheelbase chassis.

This would be one of the 382 examples that Buick made for export in 1925.

The Buick to the right appears to be a smaller car and possibly a Standard Six Touring.



Silver Anniversary Road Test

From the website of the Buick Car Club of Australia NSW group we have reproduced an interesting article that features the then new Silver Anniversary Buick undertaking a Sydney Morning Herald road test.

1929 – “Silver Buicks” – SMH Road Test

As published in The Sydney Morning Herald – Motoring News, Thursday, November 1, 1928

Silver Buicks – 29 Buick Road Test

To mark the 25th anniversary of motor car production by the Buick factory, a new set of cars is announced today in Sydney. The new car is different in appearance from the model it has just displaced, and a brief demonstration given yesterday by General Motors (Australia) Proprietary, Ltd., gave evidence of remarkable qualities.

The first change noticeable in the new design is the radiator,

which has been redesigned on the lines which are fashionable at present, having depth, but comparatively narrow proportions, with a slight ‘roll’ to the edge of the body proper, perpetuated by a flute at the side of the hood and reproduced in cross section by the radiator front.

A strongly marked feature of the new bodies is the definite separation of the superstructure, which is described as being, in effect, mounted on the body proper. The new bodies are, at first glance, larger and perhaps more bulky, but the design is cleverly carried out and a distinctive, attractive appearance is maintained.

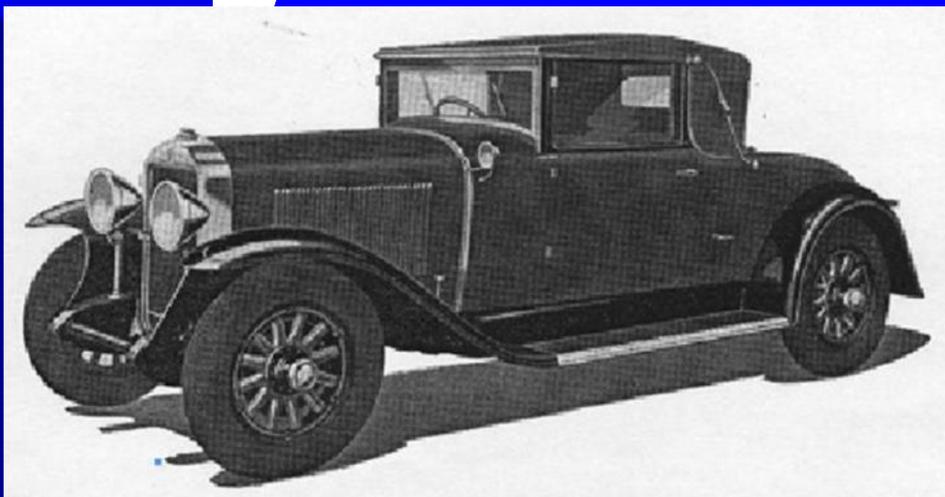
In the demonstration run the car was found to respond excellently, although it was taken straight off the assembly line at the Marrickville factory. Carrying six men it pulled straight away in top gear without any fuss or trouble from stationary on the rough overhead bridge at Tempe, acceleration was all that could be desired, while the steering was delightfully

light and responsive. Taken to Coogee it climbed the southern side of Arden street in top gear, with full load and only needed a reduction to second for a few yards of one in eight leading off the old Baden Hill, on which it did not get a fair run, as the course was suddenly changed almost at right angles when three-quarters of the way up the hill to get on to the more severe grade. With four on board, and a very short run to start, the car climbed the northern side of Arden street, with power to spare in top gear.

The new car has a slightly larger engine with the outstanding Buick features retained; the capacity is about 15&1/2 per cent greater than last year’s standard model. Petrol is fed directly to the carburettor by a pump working at engine speed, and a new carburettor, fitted with two high-speed jets has been adopted. A change has been made in the ignition coil, affording a hotter spark at lower engine speeds. The shorter car now has a wheelbase of 115&3/4 inches, more than an inch more than that of the old model; the Master Six wheelbase, however, is only three-quarters of an inch longer at 10 feet 8&3/4 inches. The double drop frame is strengthened, the clutch has been radically changed to ensure easier engagement, lubrication is improved, and the gears are more silent; and the maximum horsepower developed increased to 74 in the standard model and 91 in the larger ones. Altogether the new Buick proved a very fine car.

It will be supplied in a number of open and closed body types, the great Silver Master Six sedan being one of the most luxurious family cars imaginable.

“The new car is different in appearance . . .”



THE NEW SILVER ANNIVERSARY BUICK

The body style shown is the five passenger convertible Country Club Coupe

Buick or Rolls, or Both!

We were alerted to this 1938 Buick with repurposed Rolls Royce St Andrews Limousine body back in 2024 by Jeff Randell.

It appeared on, of all places, Facebook Marketplace and the then owner was asking US\$15,000.

As it turns out it was sold for about half that amount and while that may seem like a bargain, by the time this special Buick is back on the road a considerable amount of pocket dipping will be required!

From the original Marketplace ad: 1938 Buick Brewster bodied limo. Chassis is a 1938 Buick 90 (chassis number 1333817, engine #93485644), body is a 1931 American Rolls Royce St Andrews limo (#B7204) made by Brewster. The Brewster Company built custom bodies for high-end cars such as Mercedes-Benz, Packard and Rolls Royce of America. (The company also produced a version with a Ford drivetrain.). For their wealthy customers, the company would swap

“winter” and “summer” bodies on a chassis and store/refurbish the other body in their warehouse. When the company went bankrupt in the mid 1930s, the remaining inventory was purchased by John S. Inskip who did piece together a number of cars from the remaining stock. This unique vehicle is believed to be one of those cars or was built shortly after as evidenced by the vintage photograph of it. The car last ran in 1992 when it was parked in its garage in Gridley. The sheet metal is complete, straight and rust free. Needs the woodwork/ interior redone.

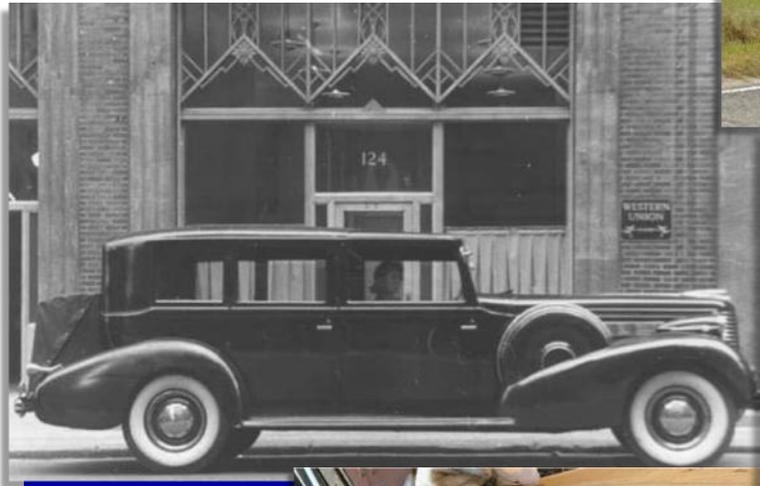
You may be interested to see what this body looked like on the original Rolls Royce chassis, and we have a photo of a restored example to let you see just that. The RR would have been riding on a 145 inch wheelbase chassis while the 1937 Buick Limited chassis would have come from the factory with a 138 inch wheelbase.

It’s been a year since the sale and hopefully in the fullness of time we might get to see what the restored Buick looks like.

Here’s hoping!



Rolls Royce St Andrews Limousine



1938 Buick chassis with RR body by Brewster

Blackwell Motors, New Zealand

Celebrating ten years in business.

This photograph was taken circa 1929 and depicts Blackwell Motors, located at the corner of Durham Street and Kilmore Street in Christchurch New Zealand.

It's a special occasion as you may have guessed with the entire staff out on the footpath for the photo. They are celebrating ten years in business for Blackwell Motors. The date is shown over the top section of the corner of the building, above the Chevrolet signage.

Of course, being a classy dealership they have two Buick signs in even more prominent positions!

The photo is just too big for one page, so we've spread it out over two.

Next time you're in Christchurch there is no point looking for this building, it's definitely gone, perhaps a victim of the earthquake. Our more recent photo of the area shows that.

Just out of interest, we looked at three of the corner blocks where Blackwell Mo-

tors could have been located . . . definitely gone!





Definitely gone . . . !



Spot The Buicks!

Here's a new game, with an oldish name of course.

Spot the Buick!

Two photos, one taken on 69th Street in New York City in the mid to late thirties,

clue: you can see the Buick, it's missing a side mount hub-cap.

Our second photo comes from Palm Beach Florida and taken again in the late 1930s. This time we won't give any

clues, there are plenty of Buicks to spot!

There's plenty of Buicks to spot!



Needs of the Nation—1942 Buick Special

This 1942 Buick Special four-door Sedan would have been one of the last of the pre war Buicks and we see it here with Mrs. Doris Clark (nee Moody) sitting atop the front mudguard with the Clairton, Pennsylvania steel mill in the background, churning out the war necessary steel that enabled this to be the last year of WWII, 1945.

The Buick Special for 1942 came in two grades, the Series A with a 118 inch wheelbase chassis and the Series B that stretched that to 121 inches. The most popular of

the Specials was the Series B Model 41 and so we might be bold enough to suggest that this is what this Buick is. 17,187 examples for the local market were

made before the plant shutdowns in February 1942 with an additional 310 made for export.





*“the very first road
of its kind . . .”*

1940 Coupe on the PA Turnpike

When the Pennsylvania Turnpike was opened on October 1, 1940, its total length was 160 miles, today it stretches over 550 miles in length.

Famed as being the very first road of its kind, it received considerable fame in the national press of the day and credited as an engineering marvel. It set the standard going forward for a series of American superhighways.

Running from Middlesex in Cumberland County to Irwin in Westmoreland County all 160 miles of its length were four lanes, all concrete construction and included seven tunnels, eleven interchanges and ten service plazas.

To top it all off, the entire project was constructed in only 23 months!

Our photo was taken soon after opening and depicts a 1940 Coupe headed our way with a DeSoto travelling in the opposite direction at one of the toll booths.

Originally called ticket offices there were eleven on the turnpike at interchanges.

Here's some statistics of the road for those who seek that type information, and who doesn't!

In 24 months:

- 160 miles of pavement laid,
- 200 feet of right-of-way

- 12 foot wide concrete traffic lanes

- 10 feet wide median strip

- Total road width 78 feet
- Maximum grade 3% and curvature of 6 degrees

- Limited access with 1200 foot entrance and exit ramps.

This was quite an advanced design, however not dissimilar to the Autobahns constructed in Germany a few years earlier.

On the other hand, the cars may have been quite different, who could ask for more than a pre war Buick?



D-44 Roadster For Sale in NC

What was your first car?

At the start of 2025 this 1917 Model D44 came up for sale in West End, North Carolina. Advertised on Facebook at the time as a D-45 (that was the Touring) the seller provided this commentary:

1917 Buick D45 Roadster, overhead valve six cylinder, always stored inside. Hard to find a car like this with only one repaint. Great candidate for restoration or get running as is. Serious inquiries will want to inspect in person, negotiate in person and will be smart enough to know if the ad is up its available.

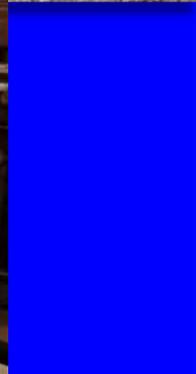
The D-44 was carried over from 1916 as it was introduced as a mid-year model for Buick.

It rode on a 115 inch wheelbase chassis and was powered by the 224 cubic inch light six.

Along with the newer photos of the Buick as it existed at the end of 2024, the seller has included a period photo with the caption *Our First Car 1917 Buick*.



We love the sheepish grin of the driver in this period photo.



Definitely not a D-45



1929 Brisbane Motor Show Report

"More than 80 percent of Buick owners buy Buick again, . . ."

The Brisbane Motor Show of 1929 was held in August of that year and, even though it must have been very close to the release of the 1930 GM models, GM was faced with the need to advance their range of cars with the same enthusiasm as they would have displayed for the very latest models even though these cars were more likely heading towards the end of their selling life.

That said, we are able to reproduce the following extract for the Brisbane Courier Mail newspaper of August 6, 1929 that describes the Silver Anniversary Buick in such glowing terms that one must feel compelled to purchase it!

Of particular interest is the description of the *Managing Director's Buicks*.

Apparently, these extremely limited release cars were to be allotted across the nation such that there would be next to zero chance of an owner coming face to face with an identical model to theirs and thus ensuring a very high level of exclusivity.

Aah, the joys of marketing,

even in 1929!

Read on and enjoy the enthusiasm of the reporter, more likely a GM copy writer, in 1929.

BUICK.

A new degree of performance came with the "Silver Anniversary" Buick. It is not merely a case of "another new model," but the climaxing achievement of 25 years of progressive motor car building. In each of these years Buick has presented new developments, new standards of beauty, and performances to assure that leadership should be maintained. More than two million Buicks have been produced, the first million in 20 years, the second in four years. More than 1,500,000 of this 25 year total are still serving their owners.

More than 80 percent of Buick owners buy Buick again, and it is claimed to be the world's fastest selling car. Buick ideals, policies, and principles have won steadily increasing confidence and good will. Today Buick is recognised as the standard of comparison by the millions of motor car buyers. Acclaimed in every section of the country as the master

achievement of Buick's 25 years of fine car manufacture, today's Buick -the "Silver Anniversary" model-embodies outstanding advantages in every phase of motor car performance, appearance, and value-advantages which lend new emphasis to Buick leadership.

Increased bore and stroke, improved carburetion, new positive-pressure petrol pump, and other advancements in the Buick six-cylinder valve-in-head engine impart an entirely new measure of performance, a new order of power, acceleration, swiftness, smoothness, and stamina which earns the enthusiastic praise of all who drive. Modish looks, with pleasing curves replacing severe, straight lines, have conquered the most critical. Sparkling colours, luxurious appointments, and quality upholsteries have joined with the new beauty of contour to endow Buick with a surpassing distinction and win for the "Silver Anniversary" model the unstinted approval of the most discriminating. The range to be exhibited is most comprehensive, covering a wide selection to cater for the desires of every taste. Each model carries its full quota of outstanding features. Pride of place in the Buick section is claimed by the "managing director" models, a tourer and a sedan.

The complete range of "Managing Director" models comprise six sedans and six touring models.



No two are alike in their colour or tonings, giving a degree of exclusiveness, which will be maintained by General Motors throughout Australia. Approximately one hundred and fifty "Managing Director" models, embracing twelve different colour schemes, will be offered, and in no city or town will more than one model of any colour scheme be available. Actually in Brisbane only twelve of these models are available, the aim of General Motors being to

satisfy that sense of exclusiveness, and offer an opportunity to possess a car, which in its tonings, fitments, and refinements, will have no duplicate – a Buick which no other member of the community may own. The critical eye is at once struck by the harmony of the Interior and exterior—a harmony so rare that it is very easy to understand that a considerable amount of artistic talent has been busy with the matching of colours and upholstery, fine trim, curtains, cords, and other appointments. Another feature, as the car is inspected from any angle outside, is the very fine quality of finish imparted to the coachwork by the attractive colour combinations. The bodies are in keeping in every way with the chassis, and the mudguards still further carry out the ensemble of harmonising colour. Those who have long acquaintance with motor cars will find in this interesting "Managing Director" Buick a car that will lead them to conclude that it would indeed be difficult to find one better suited for the critical owner.

The other Buick models on show will comprise: -Buick "series 116" in touring, sports roadster, sedan, and chassis display. Buick "series 121" in sports roadster and sedan. Buick "series

129" in touring, sedan, and five-passenger brougham-sedan models. The Buick "series 116" four-passenger sports roadster, with 74 horse-power motor, is as powerful as it is dashing, smart appearance suggests. The dickey seat at rear is easily reached, and comfortably accommodates two additional passengers. A wide range of exterior equipment includes bumper and bumperettes, automatic windshield, wiper, and rear view mirror, and step plates to dickey seat. All exterior fittings are finished in lustrous chrome plate, which, with the colourful duco finish, and the distinctive stylish contour of the body, completes an appearance of outstanding distinction, and charm.

In the new Buick four-door sedan will be found a closed car of ample proportions for five adults. Both seats are exceptionally wide. The front seat is easily adjustable. Additional headroom is but one of a great number of provisions made for the comfort and convenience of passengers.

Built on a 121-inch wheelbase, the Buick "series 121," 91 horse-power, five passenger deluxe sedan, has a roominess for driver and passengers that means comfort for every mile. Its beautiful appointments embrace a wide range, and are in keeping with the other features, which make for complete travel luxury. The driver's seat is adjustable, and an electrically operated tandem wiper operates on the windshield, giving clear vision to front seat passenger, as well as driver. Hydraulic shock absorbers are fitted front and rear, while the standard equipment also includes arm rests, robe rail, footrest, vanity case, dome light, and roller shades on rear and rear-side windows. All instruments and controls are

conveniently placed for the easy operation of the driver. The arrangement of the Instrument panel is particularly neat. The speedometer is of a 90 mile per hour range.

The four-passenger roadster in this series is low and long, with smart, well balanced lines. This model possesses unusual appeal through its racy appearance and thrilling performance. It has a side cowl ventilator, full ventilating windshield, which is of the collapsible type, and a fully trimmed dickey compartment for two additional passengers. Cigar lighter, rear view mirror, and automatic windshield wiper are included in the standard equipment. Hydraulic shock absorbers are fitted front and rear. Six wire wheels (with fender wells) bumper and bumperettes are available at extra cost.

Sparkling appearance and spirited performance—the two chief essentials in a Sports car—are apparent to a degree in the "series 129," 91-h.p. five passenger Sports tourer. Both seats are beautifully upholstered, while generous seating and leg and head room have received special attention. The car is low slung and of dashing streamline, with all exposed hardware fully chrome plated. Bumper and bumperettes are included in the standard equipment, as well as cigar lighter, robe strap, footrest, carpet on floor, and tonneau lamp opposite driver's seat.

The five-passenger brougham sedan of this series, by reason of its appealing dignity of appearance, has received wide endorsement in discriminating circles. In appearance it reflects beauty, taste, and style, while the interior is distinguished by a wealth of appointments.

**Managing
Directors'
Buicks**

"Its engine furnishes flashing getaway . . ."

Standard equipment includes arm rests, robe rail, foot rail, floor carpet, smoking case, pillar light, roller shades on rear windows and rear doors, and trunk platform. As with all other Buick closed models (except the limousine sedan) the front seat is adjustable. Hydraulic shock absorbers are fitted front and rear.

Instinctively one compares the Buick seven-passenger sedan with a fine home, for it embodies the same high standards of taste. Roominess, wide seats, rich upholstery, and carpeting give it an inviting charm. Vanity case, smoking case, robe rail, footrest, cords, pillar light, roller shades on rear, rear side and rear door windows, tandem electric windshield wiper, and rear view mirror are included in the standard equipment.

As with all Buicks in the "Silver Anniversary" range, hydraulic shock absorbers are fitted front

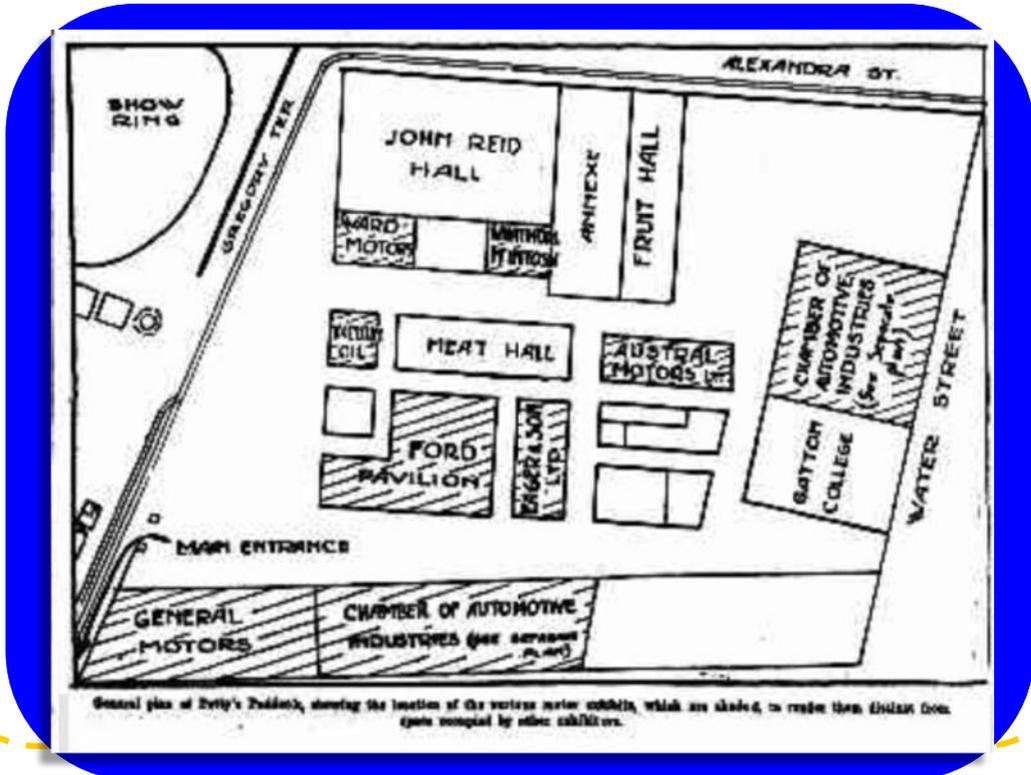
and rear. Head and cowl lamps, together with all exterior fittings, are full chrome plated.

Only the best of materials go into Buick's manufacture. Only the thoroughly proved features are embodied. As a result the Buick chassis is a revelation in motor car construction. It is built for enduring service. It does not fear the roughest roads, and its strength and rigidity protect the body and the working units so that the life of the whole car is increased.

Its engine furnishes flashing getaway and acceleration, surprising hill-climbing ability, tremendous speed, and an abundance of power for everything it is asked to do. The Buick clutch is of the multiple disc dry plate type, with ten friction plates, and only light spring pressure is necessary; the result is smooth, soft engagement. The transmission has been increased in strength in

proportion to the increased power of the engine. The instrument panel is new in design and arrangement, both direct and indirect lightings are furnished, and the panel includes a speedometer, an ammeter, an oil gauge, and a hydraulic petrol gauge. The new headlights are individual in design and add greatly to the smart appearance of the car. Easy starting is another point about the "Silver Anniversary" Buick that will appeal to motorists. Massive and powerful as the Buick is, the ease with which it steers, and the minimum effort required for shifting gears and applying Buick four-wheel brakes is astonishing.

It is an ideal car for city driving or out on the open road where high speeds can be maintained without unduly taxing the efforts of the driver.



The Dog, The Car, The Tom Thumb?

That's one heck of a security system sitting on the running board.

Where we come from the German Shepard is *the* dog to have. Smart, intelligent and large. All good qualities when it comes to a crunch, somewhat like this gentleman's car.

A 1930 Model 30-64 4-passenger Sport Roadster. One of only 2,006

built for this year with only an additional 3 built on special order for export.

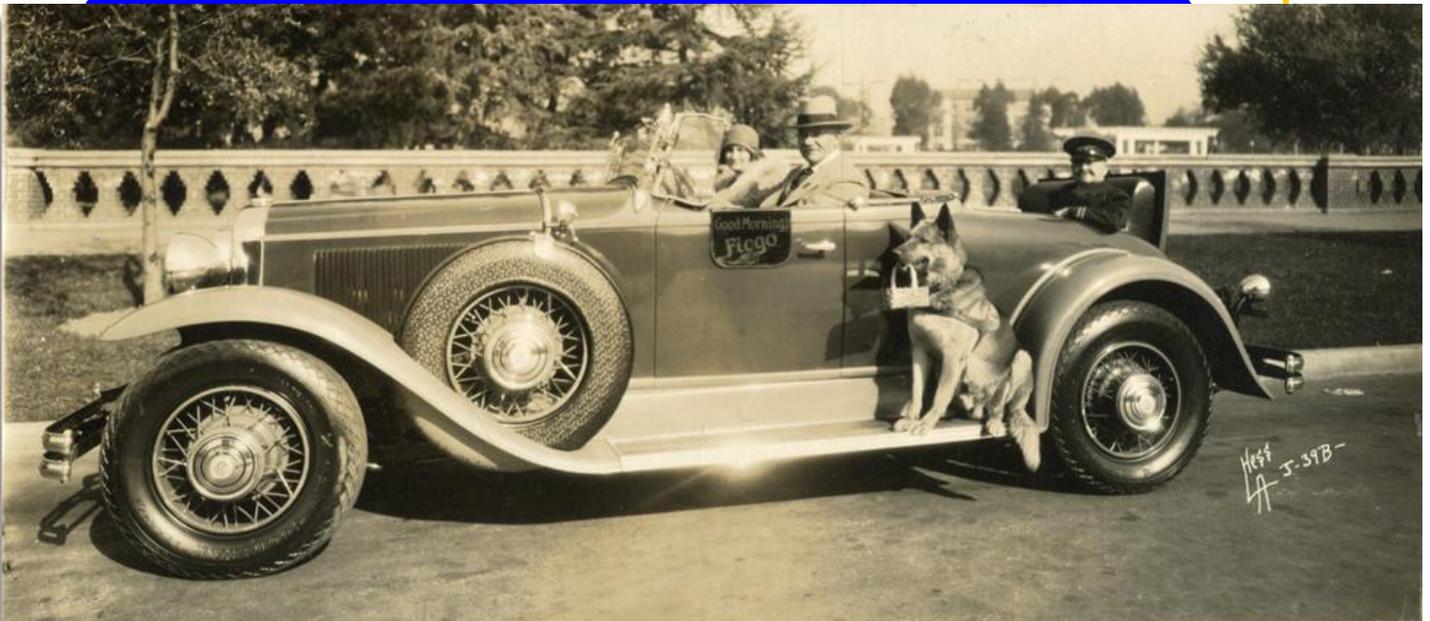
A heavy car at 4,015 pounds, this model sold for US\$1,585 when new and came with standard rumble seat in the rear.

This one has the optional wire wheels and side mounts.

The chap in the back seems to be out of proportion to the rest of

the folk, perhaps a child or perhaps this is *the* Tom Thumb of circus fame!

Running board security system!



What Next in the E-Magazine

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This e-magazine is produced under the auspices of the **Buick Car Club of Australia Qld Inc.** to cater for the needs of car enthusiasts with an interest in **Pre War Buicks**.

The Buick Car Club of Australia Qld Inc.

It is a medium created for the exchange of stories and ideas. Its aim is to support enthusiasts in the preservation and use of the **Buick Automobiles built between 1903 and the end of 1941.**

Web

<https://www.buickcarclubqld.com.au/>

The editors welcome contributions at prewarbuicks@gmail.com

The editors reserve the right to include submitted articles or not at their discretion.

**When Better Automobiles Are Built
Buick Will Build Them**

Previous editions of the eMagazine are available here: [On Line Magazine](#)

The Last Word in Rare Posters

Tschanz Rare Books based in Salt Lake City, Utah was advertising this rare Buick Silver Anniversary poster some time back and we thought it interesting enough to make it on to our Last Word page.

Quite large at 510mm x 760mm (20" x 30"), it was described as a promotional poster for the 1928 line of sedans that feature a black and white image of a group picnicking in front of their Buick. 1929 models were affectionately known as the Silver Anniversary cars, celebrating 25 years of Buick automotive production. Rare. We are unable to locate other examples of this poster. Price US\$500

Perhaps you have one under your bed, or up on your wall also . . .



The
"Top-Gear"
Car —
a great
motoring
Sensation

THE SILVER ANNIVERSARY BUICK